



Roxana-Varvara Boboc

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Bucharest, Romania

● WORK EXPERIENCE

18/10/2021 – CURRENT – Bucharest, Romania

EXPERT WEB DESIGN & SOCIAL MEDIA – ASOCIATIA EUROCOMUNICARE

Expert within the project Strategy for the management of the Romanian governmental communication, financed through the European Social Fund through the Operational Program Administrative Capacity 2014-2020.

Website <https://www.eurocomunicare.ro/>

09/2021 – CURRENT – Bucharest, Romania

ASSOCIATE TEACHER – NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION

Faculty of Communication & Public Relations, Department of Communication Studies

Courses: *Introduction to Marketing* - MA in Communication and Advertising, *Marketing and Branding* - MA in Communication and Advertising, *Consumer behavior in the digital context* - BA Communication and Emerging Media.

Website <http://comunicare.ro/>

01/11/2020 – 15/01/2021 – Amsterdam, Netherlands

TEACHING ASSISTANT – UNIVERSITY OF AMSTERDAM

Teaching assistant to the **Digital Methods and Information Analytics** course.

15/10/2018 – 01/07/2019 – Bucharest, Romania

PRESIDENT'S COUNSELOR, MEMBER OF THE RESEARCH UNIT – NATIONAL INSTITUTE OF ADMINISTRATION

● EDUCATION AND TRAINING

09/2021 – CURRENT – Bucharest, Romania

PHD CANDIDATE – National University of Political Studies and Public Administration

Faculty of Communication & Public Relations

Domain: Communication Science

Theme: Digital Regulation in the European Union: Public Interests Through Digital Sovereignty or Commercial Expansion through Technological Innovation?

Address Bucharest, Romania

06/07/2022 – 09/07/2022 – Madrid, Spain

INTERNATIONAL CONFERENCE – EASST 2022 Congress, Politics of Technoscientific Futures

Panel 003. Conflict, contradiction, and crisis in data-intensive health innovation

Address Madrid, Spain | **Website** <https://easst2022.org/home.asp> |

Thesis The health sector and new battleground on data and technological innovation

24/01/2022 – 28/01/2022 – Bucharest, Romania

INTENSIVE TRAINING PROGRAMME BIG DATA ANALYSIS - THESEUS PROJECT – "Mihai Viteazul"

National Intelligence Academy

Address Bucharest, Romania | **Website** <https://project-theseus.eu/> |

Field of study Inter-disciplinary programmes and qualifications involving social sciences, journalism and information

09/2019 – 31/08/2021 – Amsterdam, Netherlands

RESEARCH MASTER'S MEDIA STUDIES - THE NEW MEDIA AND DIGITAL CULTURE TRACK – Univ
ersity of Amsterdam

Thesis: *Research Master's Thesis Media Studies: The European Union's Digital Public Infrastructure on Artificial Intelligence: A Critical Account of Public-Private Partnerships*

The main courses focused on New Media Theory, Research Practices and Methods, Digital Issue Mapping for Politics, Global Digital Cultures.

- Participated in the **Winter School of the Digital Methods Initiative** (January 2020) with the following topic: *Post-API Research? On the contemporary study of social media data.*
- Participated in the **Virtual Data Sprint of the Digital Methods Initiative** (March 2020) with the following topic: *Problematic information on Google Web Search: exploring Google results' political bias in the context of the 2020 US elections.*

Address Amsterdam, Netherlands

17/06/2021 – 19/06/2021

INTERNATIONAL CONFERENCE – DIS/ENTAGLING TECHNOSCIENCE. Vulnerability, Responsibility and Justice

Presented research: *Digital Contact Tracing as Entry Point to a Digital Public Infrastructure: A Critical Perspective on Public-Private Partnerships*

Panel: *Track 12: Surveillance Infrastructures Or Open Platforms? Aid And Control Of Vulnerable Populations Through Digital Data*

[Conference reflections by Lorenzo Olivieri & Annalisa Pelizza here.](#)

Address Online |

Website http://www.stsitalia.org/wp-content/uploads/2021/06/STS_Italia_CONF_FinalProgramme.pdf

26/05/2021 – 29/05/2021

INTERNATIONAL CONFERENCE – Semiosis in Communication: Culture, Communication and Social Change (3rd edition)

Paper presented: *FROM METAPHOR TO MYTH: Facebook's Oversight Board and the claim of platform neutrality*

Address Online | **Website** <http://www.comunicare.ro/en/index.php?page=program-4>

04/01/2021 – 08/01/2021 – Netherlands

DIGITAL METHODS WINTER SCHOOL AND DATA SPRINT – The Digital Methods Initiative

Main topic: **Bias in content recommendation and moderation**

Project topic: *Infodemic 5G. How Interpretative Frames are Co-articulated on Social Media? An Instagram versus Parler Case Study*

Address Amsterdam, Netherlands | **Website** <https://wiki.digitalmethods.net/Dmi/WinterSchool2021>

06/2020 – Amsterdam, Netherlands

SUMMER SCHOOL – Research School for Media Studies

Topic: *The New Normal: Design Thinking and Maker Culture in the Humanities - Constructing Knowledge for Creativity and Impact*

Address Amsterdam, Netherlands |

Website <https://www.rmes.nl/rmes-summer-school-2020-design-thinking-and-making-for-the-humanities/>

2018 – 2020 – Bucharest, Romania

MASTER'S IN MARKETING AND BUSINESS COMMUNICATION – The Bucharest University of Economic Studies

Main courses: Management of Marketing, Designing marketing research, Analyzing and planning the marketing mix, Psycho-sociology of communication, Consumer behaviour, Marketing research methods, Marketing communication strategies.

Address Bucharest, Romania

19/11/2018 – 23/11/2018 – Bucharest, Romania

EXPERT IN ACCESSING EUROPEAN STRUCTURAL AND COHESION FUNDS – European Institute in Romania

Address Bucharest, Romania

05/09/2018 – 09/09/2018 – Sozopol, Bulgaria

INTERNATIONAL CONFERENCE – XXIII Early Fall School of Semiotics (EFSS) *Love and Sex in the Digital Age: A Semiotic Perspective*

Research presented: *Love Portrayed in a Digital Community: Classical Art Memes Case Study*

Address Sozopol, Bulgaria |

Website <https://sociosemiotics.net/events/2018/love-and-sex-digital-age-semiotic-perspective> |

https://www.researchgate.net/profile/Kristian-Bankov/publication/338117380_Love_and_Sex_in_the_Digital_Age_A_Semiotic_Perspective/links/5e008c5592851c836493cf89/Love-and-Sex-in-the-Digital-Age-A-Semiotic-Perspective.pdf?origin=publication_detail

10/2015 – 07/2018 – Bucharest, Romania

BACHELOR'S DEGREE – National University of Political Studies and Public Administration

Faculty of Communication & Public Relations

I have graduated as valedictorian.

Courses - 180 ECTS

Main topics: Public Relations, Economic Science, Sociology, Culture and Communication Theory, Academic Writing, Semiotics, Mass Media and Society, Communication Ethics, Political Science & Anthropology

Graduation thesis: **Digital Meme: Interpretative Communities' Code - The Classical Art Memes Case.**

Address Bucharest, Romania

14/06/2018 – 16/06/2018 – Bucharest, Romania

INTERNATIONAL CONFERENCE – Semiosis in Communication - Differences and Similarities

Research presented: *Digital Meme - Code of Code of Interpretative Communities: the Classical Art Memes Case*

Address Bucharest, Romania |

Website <https://snspsa.ro/en/event/conferinta-internationala-semiosis-in-communication-differences-and-similarities-2018/>

25/04/2018 – Bucharest, Romania

COMMUNICATION SCIENCE FAIR: COMUNICARTE XVI – National University of Political Studies and Public Administration

Obtained the first place at the 16th edition of ComunicarTe, a scientific event organised by NUPSPA with the paper "Digital Meme - Code of Interpretative Communities".

Address Bucharest, Romania

08/2016 – 02/2017 – Kortrijk, Belgium

ERASMUS+ STUDENT – VIVES University College

Interdisciplinary programme: F.L.O.W.S. - Focus on Healthy Life, Organisations and Well-being in Society.

Address Kortrijk, Belgium

● **LANGUAGE SKILLS**

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
FRENCH	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

My Digital Skills

Microsoft Office | Google (Docs, Slides, Sheets) | Zoom

Tools

Gephi - The Open Graph Viz Platform (basic user) | 4CAT: Capture and Analysis Toolkit (independent user)

● PUBLICATIONS

The European Union's Digital Public Infrastructure on Artificial Intelligence: A Critical Account of Public-Private Partnerships

<https://scripties.uba.uva.nl/search?id=c4992224> – 2021
MA Thesis, University of Amsterdam

ROEXIT – from dissatisfaction to conspiracies

<https://www.antifake.ro/accent-roexit-de-la-nemultumiri-la-conspiratii/> – 2022

From post to polarization - A pilot analysis of an echo chamber community in the online environment

<https://www.antifake.ro/accent-de-la-postare-la-polarizare-o-analiza-pilot-a-unei-comunitati-de-tip-echo-chamber-din-mediul-online/> – 2022

The Digitalisation of Health in the European Union: Better Healthcare, or New Market?

<https://globaldigitalcultures.org/2021/07/19/the-digitalisation-of-health-in-the-european-union-better-healthcare-or-new-market/> – 2021

Contact Tracing Apps: Digital Sovereignty vs Infrastructural Power

<https://globaldigitalcultures.org/2021/03/16/contact-tracing-apps-digital-sovereignty-vs-infrastructural-power/> – 2021

Infodemic 5G. How Interpretative Frames are Co-articulated on Social Media? An Instagram versus Parler Case Study

<https://wiki.digitalmethods.net/Dmi/WinterSchool2021Infodemic5G> – 2021
Digital Methods Winter School and Data Sprint Output.

Who is /ourguy/? Studying political Internet subcultures through their identification with public figures. Cross and Single Subreddit Analysis Protocol & Case study: popular public figures on political subreddits

<https://wiki.digitalmethods.net/Dmi/WinterSchool2020OurguyReddit> – 2020
Digital Methods Winter School and Data Sprint Output.

Impact of Strategic Planning Documents on the Central Public Administration Performance

<https://www.eupan.eu/wp-content/uploads/2019/06/RO-EUPAN-The-Impact-of-SPD-Study.pdf> – 2019
A European Public Administration Network study. National Institute of Administration, Romania

The evolution of the fiscal system

International Conference on Competitiveness of Agro-food and Environmental Economy Proceedings
<https://ideas.repec.org/a/aes/icafee/v7y2018p175-182.html> – 2018

● REVELANT SKILLS

Organisational, communication and job-related skills

Due to my experience in so many work and national environments, I acquired the following abilities:

- **Organisational skills:** critical thinking, creative thinking, time-management skills, balanced orientation between big-picture and details, ability to make decisions on short notice, carefully considering any alternatives, proven leadership, responsibility and professionalism, being aware of the work-life balance by practicing several sports.
- **Communication and interpersonal skills:** ease of public discourse, gained through numerous presentations, ease of intercultural communication, requesting feedback when I have the opportunity, adapting to the needs of online challenges.
- **Job-related skills:** adapting to working in the current online environment, ability to adapt to new challenges, correct estimation of my abilities, taking responsibility for both successes and failures, producing academic/research outputs for a variety of audiences.